

Instructions:

Semester:	III	Branch: UG	Course: IMBA (5y)
Regular Mid Sem Examination- September, 2022			
Subject Code:	BB0307	Subject Name:	Advertising Practices
Date:	15-09-2022	Time:	9:30 to 11:00
Day:	Thursday	Total Marks:	40

- Figures to the right indicate full marks.
- Indicate suitable assumptions wherever necessary

Q.1	(a)	Discuss any three types of advertising based on purpose of using them	05
	(b)	Discuss the AIDA model with example of a product of your choice	05
	(c)	Elaborate and explain the components of a communication process	05
Q-2	(a)	Differentiate between the strength and weakness of any five IMC tools	05
		OR	
	(a)	Elaborate three positioning strategies	05
	(b)	Explain the consumer buying decision process	05
		OR	
	(b)	Discuss any three factors influencing consumer behavior	05
Q-3	(a)	Discuss the criteria for effective segmentation	05
		OR	
Q-3	(a)	Discuss the various bases of segmentation	05
Q-3	(b)	Discuss 4Ps with example of a product of your choice	05
Q-3	(c)	Explain the strategies followed in any two product life cycle stage	05